

# **EXHIBIT C**



## United Egg Producers

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### DEFENDANTS'

### EXHIBIT

Case No. 1:11-cv-08808

**D-0444**

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I have attached the email that the UPC distributed to its members, which includes many factual errors that are intended to persuade recipients that the group's agenda has merit. We wanted to make sure you had the facts on this issue, since there are so many errors in their letter:

*Claim: "Warehoused in filthy stacks of barren cages"*

The new housing guidelines provide additional space for hens, allowing the birds to stand in a full upright posture and more room for movement. All birds have free access to fresh food and water. Cages are kept clean because they are built so that waste is collected under each cage and moved elsewhere, so it does not fall onto birds in cages below. Scientific studies have shown that hens kept in such cages have a much lower mortality rate than those not kept in cages.

*Claim: "Force molted by food deprivation for 2-3 weeks"*

In molting, feed is not withdrawn for more than 5-10 days, and water is *never* withdrawn. This process is following the recommendations of university poultry extension researchers. Molting is a natural process that allows a hen to rest and occurs naturally with decreasing daylight and reduced food intake in the fall and winter. In agriculture, it is important that a flock molts at the same time to synchronize the rest period of all the chickens, allowing for better managed care of the whole flock. The UEP is aggressively researching alternatives to feed withdrawal for inducing a molt at three different universities. Based on these scientific results, we will re-evaluate and make revised recommendations as necessary.

*Claim: "Debeaked with painful guillotine blades"*

This is untrue -- chicks are not "debeaked." Because some of the breeds used in egg production have strong cannibalistic tendencies, some producers do trim only the sharp tip of the bird's beak. With a duller beak tip, birds are unable to peck each other but maintain full use of the beak for eating and drinking. This process causes no pain or discomfort to the bird, and results in lower injury and mortality rates. The UEP stresses the use of breeds that do not require beak trimming. But when other breeds are necessary, the animal care guidelines provide trimming safety standards to ensure animal well-being.

*Claim: "Suffocated to death at rendering plants and in landfills"*

Birds are never suffocated to death at rendering plants and in landfills by producers following UEP's guidelines. All birds must be euthanized in a humane manner if sent to rendering plants or humanely slaughtered at processing plants under the supervision of USDA inspectors.

We understand that groups like the UPC will never be satisfied with any manner of animal care until the country no longer consumes eggs, but this is not realistic. Less than one percent of Americans are currently vegans. Eggs are a healthy and delicious source of protein and other nutrients, and are in fact a major part of the American culture.

We at the United Egg Producers urge you to not succumb to this small group's demands to print vegan alternatives on your packaging. In fact, because our industry is directly impacted by the strength and good reputation of your products, we invite you to embrace the new animal care certification program and display the logo on your packaging, if the egg ingredients come from certified farms. This will show your consumers that "General Mills" also cares about animal welfare and supports continued improvements.

If you have any questions or would like to discuss use of the logo, please contact me at 770-360-9220. Thank you.

Sincerely,



Al Pope  
CEO/President, United Egg Producers

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